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Message Text

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---------- 075141 /11
R 202259Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

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E.O. 11652: N/A

TAGS: BEXP, DA, FI, NO, SW

SUBJECT: WCAG REVIEW OF FY-76 CCP'S FOR NORDIC AREA

REF: (A) STOCKHOLM'S 6130, (B) OSLO'S 5268,

-- (C) COPENHAGEN'S 3722, (D) HELSINKI'S 2342

1. WCAG MET DECEMBER 3 TO EVALUATE 76 CCP PERFORMANCE IN NORDIC AREA. EVALUATION BASED ON REFTELS AS WELL OTHER POST COMMERCIAL ACTIVITIES REPORTING; E.G. TOP'S, FBG, FINAL SHOW REPORTS. CONCENSUS WCAG GROUP WAS THE POSTS EFFECTIVELY PURSUED AND ACCOMPLISHED OVERALL CCP
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OBJECTIVES. POSTS' INITIATIVES TO GEAR PROMOTION EFFORTS TO REALITIES OF INDIVIDUAL MARKETS AND PURSUE OPTIMUM TRADE OPPORTUNITIES WELL RECEIVED. COMMENTS ON SPECIFIC COUNTRY CCPS FOLLOW.

2. FOR STOCKHOLM: ANALYSIS OF 76 CCP PERFORMANCE REVEALED

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EXCELLENT RECORD OF TARGET ACHIEVEMENTS. ALTHOUGH FOLLOWING 76 CCP REPORTING GUIDELINES TO A "T", FAIRLY CRYPTIC FINAL REPORT (REF A) NOT REFLECTIVE OF MAGNITUDE POST'S ACCOMPLISHMENTS. COMMENTS REGARDING POST'S PERCEPTION REASON FOR SUCCESSES AND SHORTFALLS WOULD BE USEFUL WCAG. (SEE, FOR EXAMPLE, FINAL QUARTER REPORTING

REQUIREMENTS CONTAINED PG. 42, FY-77 CCP.) POST'S HIGHLY ACTIVE INDUSTRY CALL CAMPAIGN COMMENDED, AND WCAG MEMBERS FEEL THEY AND OTHER NORDIC COMMERCIAL SECTIONS WOULD BENEFIT FROM POST COMMENTS REGARDING RATIONALE AND EVALUATION RESULTS THIS EFFORT. COMMENTS ON CURRENT THINKING AND STATUS OF REGIONAL COMMERCIAL NEWS LETTER ALSO WOULD BE WELCOME. IN CY-77, USTS PLANNING STEPPED-UP PROMOTION EFFORT RESULTING FROM, INTER ALIA, MILLER VISIT LAST OCTOBER. GENERAL OUTLINE USTS PROPOSAL PRESENTED WCAG MEETING. DETAILS THIS SUGGESTED USTS PROGRAM WILL BE FORWARDED UNDER SEPARATE COVER FOR POST EVALUATION AND COMMENT, PARTICULARLY AS IT PERTAINS TO FY-77 CCP.

3. FOR OSLO: WCAG NOTED FAVORABLY YOUR SELECTIVE USE OUTSIDE CONTRACTORS FOR WTDR'S AND MOVE TO CONTRACTORS FOR MARKET RESEARCH TO BETTER UTILIZE POST PERSONNEL TIME. (OIM REPS NOTED,HOWEVER, THAT POST PRODUCED RESEARCH SUPERIOR TO THAT OF CONTRACTORS.) POST COMMENDED FOR PROMOTION OF, AND RESULTS OBTAINED FROM, FBG PROGRAM. EFFORTS TO IMPROVE COMMERCIAL NEWSLETTER AND COMMERCIAL LIBRARY APPLAUDED AND CONTINUED EFFORT THESE AREAS ENDORSED. WCAG ALSO FAVORABLY NOTED
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CONTINUED EFFORTS IN SPONSORING BSP'S IN EMBASSY FACILITIES.

4. FOR COPENHAGEN: CCP EFFORTS AND ACHIEVEMENTS COMMENDED BY WCAG PARTICULARLY IN VIEW DEPRESSED DANISH ECONOMY AND LENGTHLY ABSENCE SENIOR FSL. POST'S SINGLE-COMPANY EXHIBITS IN EMBASSY FACILITIES NOTED WITH FAVOR. POST'S COMMENTS ON AD HOC REPORTING WORK LOAD (BEYOND EDP STUDY) AND EVALUATION SPECIFIC EFFECT ON COMMERCIAL ACTIVITIES WOULD BE USEFUL. YEAR-END APPRAISAL READERS SERVICE CARD EFFORT ALSO WOULD BE OF INTEREST. POST'S INTEREST IN SPONSORING OFF-SITE EVENTS AT B.C. NOTED. SEPTEL WILL ADDRESS THIS SUBJECT.

5. FOR HELSINKI: POST'S AGILITY AND FLEXIBILITY IN IDENTIFYING PROMOTION OPPORTUNITIES IN EXCEEDINGLY DEPRESSED FINNISH ECONOMY FULLY RECOGNIZED. POST COMMENTS REGARDING POSSIBLE INNOVATIVE APPROACHES TO PROMOTIONS

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IN THIS SITUATION WOULD BE WELCOMED. CONTINUED
EXCELLENT SUPPORT S.T.C. EVENTS NOTED AND APPRECIATED.

6. ALL POSTS: IN SUMMARY, ALL POSTS COMMENDED FOR FINE
EFFORT ON FY-76 CCPS. PLEASE NOTE FOURTH QUARTER
REPORTING REQUIREMENTS FY-77 CCPS. AWARENESS THESE
REQUIREMENTS NOW WILL ENABLE POSTS INSTITUTE, IF NOT

ALREADY DONE, PROCEDURES TO FACILITATE REPORTING NEXT
FALL. LOOKING AHEAD EVEN FURTHER, SEPTELS COMING SHORTLY
COMMENTING ON PRELIMINARY RECOMMENDATIONS FOR FY-78 CCPS
SUBMITTED BY POSTS LAST APRIL (STOCKHOLM'S 2257, OSLO'S
1872, COPENHAGEN'S 1245 AND HELSINKI'S 766).
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